



## FOR SALE TEMPLATE

Please use this template below for horse sales advertisements on [www.icehnz.org.nz](http://www.icehnz.org.nz) (editor.icehnz@gmail.com) and/or [www.icelandichorseassociationaustralia.org.au](http://www.icelandichorseassociationaustralia.org.au) (info@icelandichorses.org.au).

Once completed email back to the relevant contact above. After approval, the ad will appear in the 'For Sale' section on either the New Zealand or the Australian Icelandic Horse website.

<b>Full name of horse</b> as per WF record	
<b>WF registration number</b>	
<b>Name of Sire and Dam</b>	
<b>Description</b> sex/colour/age/DOB, height or estimated height, temperament, four- or five-gaited, level of training, short history, any further important details	
<b>Photos or link to videos</b> Add as separate attachments, share via cloud services like google drive or dropbox or copy into a word document	
<b>Location of the horse</b> Please also indicate if you are happy for any sales advertisement to appear in NZ and Australia or if you want to stay within your country	
<b>Contact details seller: phone/email</b>	
Additional notes	



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## \*GENERAL CONSIDERATIONS

- **Description of the horse:** Keep the description of the horse short, interesting and with the details mentioned above. Any additional information should be shared on request (e.g. 'email/call for more info) as long texts tend to be cumbersome for readers on smaller devices (phone/tablet). Long text also make people less interested in reading to the end.
- **Choice of photos:** Pick a variety of photos and quality is more important than quantity. Extra photos can be sent on request, but the first impression should show a good overall view of the horse, special features (colouring, markings...) and also interaction with people (being a family horse, doing trail rides, pony club...). Professional photography is not necessarily needed as long supplied photos are clear and present a good overview of the horse.
- **Photo specifications:** If possible, label each photo with the horses name - ("Horsename\_1.jpg, Horsename\_2.jpg.....) as this will improve the searchability of your sales post. Generic names as 'Img9868.jpg' are not suitable as no google search will pick them up. Choose sharp photos with good details to highlight your horse, blurry and dark photos make people scroll past.
- **For Sale Price:** It is suggested to **not add** any sale price at this stage, so that interested people can contact the seller first.
- Please double-check your information **before** sending it through, there is no responsibility taken for incorrect details.